

STANFORD'S PROGENY

A S A M P L I N G



1993 Excite

Ben Lutch, Ryan McIntyre, Graham Spencer, Mark Van Haren, Joe Kraus, Martin Reinfried



1995 Yahoo!

Jerry Yang, David Filo

1981 Logitech

Pierluigi Zappacosta, Daniel Borel



1967 Asset Management Company

Franklin Johnson



1969 Mayfield Fund

Tommy Davis, Wally Davis

1974 Institutional Venture Associates

(now Inst. Venture Partners)
Reid Dennis

1980 Technology Venture Investors

Burt McMurty, David Marquardt

1982 Silicon Graphics

James Clark, six others



Its founder, a former Stanford assistant professor, took the high-performance road when he started the 3-D graphics company. Since then, many managers decided to strike out on their own—most notably Clark.

1984 Cisco Systems

Leonard Bosack, Sandra Lerner



Founded by husband-and-wife Stanford staffers, Cisco is the No.1 networking gear supplier.

1994 Healtheon

James Clark, two others



1939 Hewlett-Packard

William Hewlett, David Packard



The company name was decided on a coin-toss in Packard's garage. Its success at developing measuring equipment and scientific instruments was more than luck of the draw, however. From its

first big sale of eight oscillators to Walt Disney for the movie *Fantasia*, the company would go on to produce calculators, computers, and laser printers. More significantly, it spawned a slew of other companies in telecom (Rolm), computers (Tandem), chips (Altera, IDT), and other engineering-intensive fields.

1982 Sun Microsystems

Scott McNealy, Vinod Khosla, Andy Bechtolsheim



Made its name selling engineering workstations and

has since become a big player on the Internet and in corporate networks. While management turnover has been fairly low, many of those who have left made it big with startups such as Granite Systems.

1995 GolfWeb

Ed Pattermann, Cynthia Typaldos



1996 Marimba

Kim Polese, Arthur van Hoff, Jonathan Payne, Sami Shao



1995 Granite Systems

Andy Bechtolsheim, David Cheriton



1994 Netscape

Marc Andreessen, James Clark

1995 NetGravity

John Danner



1995 Pictra

Way Ting, Shantanu Narayan, Ihab Abu-Hakima



1969 Rolm* 

(now Siemens)
Gene Richeson,
Ken Oshman,
Walter Lowenstern Jr.,
Robert Maxfield

1974 Tandem Computers* 

(now Compaq) Jim Treybig

1975 Megatest* 

(now Teradyne)
Steve Bissett

1978 Trimble Navigation 

Charles Trimble,
Kit Mura-smith,
Tom Coates,
Dan Babitch and
two others

1980 Lam Research 

David Lam

1981 Pyramid Technology* 

(now Siemens Pyramid)
Robert Ragan-Kelley,
Ed Dolinar, Al Gaynor

1983 Altera 

James Sansbury, four others

1994 Integrated Device Technology 

George Hwang, Frank Lee,
Chun Chiu

1977 Apple

Steve Jobs, Steve Wozniak



Jobs left Atari and Wozniak left Hewlett-Packard after both companies turned down the opportunity to develop the Apple prototype. The founders encouraged an

almost religious fervor to make PCs for "the rest of us." Despite recent troubles at Apple, their crusade led to the development of other innovative computer hardware (NeXT, Radius) and software companies (Electronic Arts, Live World).

1972 Atari*

Nolan Bushnell



1977 Chuck E. Cheese's

Nolan Bushnell



1944 Ampex



Alexander M. Poniatoff
Recording industry pioneer

1982 Electronic Arts 

Trip Hawkins, two others

1985 NeXT 

Steve Jobs

1986 Radius 

Mike Boich, Burrell Smith,
Alain Rossmann, Andy Hertzfeld

1989 Echelon 

Mike Markkula

1990 General Magic

Marc Porat, Andy Hertzfeld, Bill Atkinson



1990 Be Inc. 

Jean-Louis Gassée

1995 CyberGold 

Nat Goldhaber

1996 Live World 

Peter Friedman, Bernard Bernstein, Jenna Woodul

1991 3DO 

Trip Hawkins, Hugh Martin

1994 WebTV* 

Steve Perlman, Phil Goldman, Bruce Leak (now Microsoft)

Industry Key



Venture Capital



Computers



Software



Internet



Networking



Games



Navigation



Chips



Telecom



Drives